CLAIMS

What is claimed is:

1 1.   A method, comprising:

2   providing a television program on a first channel of an interactive video

3 casting system;

4   including information with the television program on the first channel to link

5 the first channel to a second channel based on subject matter shown in the

6 television program; and

7   responsive to a command received from a user input device, using the

8 information to link the first channel to the second channel, and subsequently

9 providing content on the second channel to allow a user to initiate a transaction

10 related to a coupon on the second channel.

1 2.   The method of claim 1 wherein the interactive video casting system

2 comprises an interactive television system.

1 3.   The method of claim 1 wherein the information included with the television

2 program on the first channel includes triggers that announce availability of the

3 coupon on the second channel.

1 4.   The method of claim 3 wherein linking the first channel to the second channel

2 includes one of generating an overlay to present the content on the second channel

3 over at least a portion of the television program, generating a picture-in-picture

4 arrangement to concurrently present the content on the second channel with the

5 television program on the first channel, or tuning from the first channel to the second

6   channel to replace presentation of the television program with presentation of the

7   content.

1   5.   The method of claim 1 wherein the linking of the first channel to the second

2   channel is capable of being performed based upon user-related data.

1   6.   The method of claim 5 wherein the user-related data can be automatically

2   obtained by receiving an identifier of a client terminal of the user.

1   7.   The method of claim 1, further comprising providing a notification to the user

2   of an expiration date of the coupon.

1   8.   The method of claim 7, further comprising obtaining from the user a

2   preference for a date to be notified of the expiration date of the coupon.

1   9.   The method of claim 7 wherein the notification is capable of being presented

2   on a channel different from the second channel.

1   10.   The method of claim 1 wherein the transaction related to the coupon includes

2   searching for one or more coupons.

1   11.   The method of claim 1 wherein the transaction related to the coupon includes

2   storing one or more coupons in a storage area.

1   12.   The method of claim 1 wherein the transaction related to the coupon includes

2   sorting a group of coupons.

1   13.   The method of claim 1 wherein the transaction related to the coupon includes

2   printing the coupon from a printing device.

1   14.   The method of claim 1 wherein the transaction related to the coupon includes

2   transferring information related to the coupon to a smart card.

1   15.   The method of claim 1 wherein the transaction related to the coupon includes

2   redeeming the coupon.

1   16.   The method of claim 15 wherein redeeming the coupon includes redeeming

2   the coupon on a merchant web site.

1   17.   An article of manufacture, comprising:

2   a machine-readable medium having stored thereon instructions to:

3   correlate information, related to a television program on a first channel

4   of an interactive video casting system, with data related to coupons available

5   on a second channel;

6   based on a correlation result, present information related to a coupon

7   to a client terminal; and

8   respond to a request received from the user in response to the

9   information presented.

1   18.   The article of manufacture of claim 17 wherein the instructions to correlate

2   information includes instructions to correlate the information with information related

3   to a user.

1   19.   The article of manufacture of claim 18 wherein the instructions to correlate

2   information related to the user includes instructions to automatically obtain data

3   related to the user by processing a received identifier of the client terminal.

1   20.   The article of manufacture of claim 17 wherein the machine-readable medium

2   further includes instructions stored thereon to integrate elements of a coupon

3   channel into a television commercial sent from the interactive video casting system

4   to the client terminal.

1   21.   The article of manufacture of claim 17 wherein the machine-readable medium

2   further includes instructions stored thereon to allow the user to redeem the coupon

3   on a channel different from the second channel.

1   22.   The article of manufacture of claim 17 wherein the machine-readable

2   medium further includes instructions stored thereon to allow the user to receive

3   automatic reminders of a coupon expiration date.

1   23.   The article of manufacture of claim 17 wherein the machine-readable

2   medium further includes instructions stored thereon to allow the user to transfer

3   coupon information to a smart card.

1   24.   The article of manufacture of claim 17 wherein the machine-readable

2   medium further includes instructions stored thereon to integrate elements of a

3   coupon channel into a television program sent from the interactive video casting

4   system to the client terminal.

1   25.   The article of manufacture of claim 17 wherein the machine-readable

2   medium further includes instructions stored thereon to allow the user to send a

3   coupon to an e-mail address.

1   26.   A method, comprising:

2   correlating information related to a television program on a first channel with

3   information related to a coupon on a second channel;

4   presenting the coupon to a user on the second channel if the information

5   related to the coupon is consistent with information on the first channel; and

6   responding to a command received from a user input device to allow the user

7   to participate in a transaction related to the coupon presented on the second

8   channel.

1   27.   The method of claim 26 wherein the information on the second channel

2   related to the coupon includes merchant information.

1   28.   The method of claim 26 wherein information on the second channel further

2   includes information related to the user.

1   29.   The method of claim 28 wherein the information related to the user is

2   obtained by obtaining a set top box identifier.

1   30.   The method of claim 26 wherein the transaction related to a coupon includes

2   printing the coupon on a printing device.

1   31.   A coupon channel for an interactive video casting system, the coupon chanel

2   comprising:

3   a listing of merchants that offer coupons, including a listing of merchant

4   product caterogies;

5   a plurality of user options related to coupons offered via the listing of

6   merchants;

7   a personal storage location to store at least some of the offered coupons that

8   can be selected by a user; and

9   a notification feature to notify the user of an expiration date of at least one of

10   the coupons stored in the personal storage location.

1   32.   The coupon channel of claim 31 wherein the plurality of user options includes

2   at least one of a feature to send one of the selected coupons to another user, a

3   feature to print one of the selected coupons, a feature to save one of the selected

4   coupons in the personal storage location, or a feature to redeem one of the selected

5   coupons with one of the listed merchants.

1   33.   The coupon channel of claim 31 wherein the notification feature comprises a

2   trigger-enabled notification capable of being presented on a channel of the

3   interactive video casting system different from the coupon channel.

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1   34.   The coupon channel of claim 31, further comprising a link from one of the

2   selected coupons to a web site of a corresponding one of the listed merchants.

1   35.   The coupon channel of claim 31, further comprising a search or sort feature

2   to identify coupons offered by the merchants.

1 36. The coupon channel of claim 31 wherein the listing of merchants comprise

2 merchants on a participating merchant list maintained by a cable service provider

3 affiliated with the ineractive video casting system.

1 37. A method, comprising:

2 offering a coupon available from a coupon channel of an interactive video

3 casting system, the coupon channel comprising one of a plurality of different

4 channels available on the interactive video casting system, wherein offering the

5 coupon includes presentation of information indicative of availability of the coupon

6 via a display screen of a client terminal in communication with the interactive video

7 casting system, the interactive video casting system comprising a plurality of

8 sources from which to provide coupons for the coupon channel, the offered coupon

9 being affiliated with at least one merchant that is subscribed to the interactive video

10 casting system, wherein offering the coupon includes providing a plurality of features

11 related to transactions that can be conducted in connection with any of the coupons

12 available from the coupon channel;

13 responsive to a command received from a user input device that is in

14 communication with the client terminal, conducting a transaction related to the

15 offered coupon, the user input device having at least one button to send the

16 command to the client terminal, the client terminal capable to correlate the received

17 command with the offered coupon and to initiate the transaction subsequent to

18 correlation of the received command with the offered coupon; and

19 providing an electronic notification related to the offered coupon from the

20 interactive video casting system subsequent to conducting the transaction, the

21 electronic notification capable of being provided to the client terminal for display on

22 the dispay screen.

1   38.   The method of claim 37 wherein the plurality of features related to

2   transactions includes at least one of a feature to send one of the selected coupons

3   to another user, a feature to print one of the selected coupons, a feature to save

4   one of the selected coupons in the personal storage location, or a feature to redeem

5   one of the selected coupons with one of the subscribed merchants.

1   39.   The method of claim 37 wherein offering the coupon comprises offering the

2   coupon on a channel different from the coupon channel.

1   40.   The method of claim 37 wherein the notification is capable of being provided

2   to a device different from the client terminal.

1   41.   A method, comprising:

2   offering a coupon available from a coupon channel of an interactive video

3   casting system, the coupon channel comprising one of a plurality of different

4   channels available on the interactive video casting system, wherein offering the

5   coupon includes presentation of information indicative of availability of the coupon

6   via use of triggers sent from the interactive video casting system, wherein offering

7   the coupon includes providing a plurality of features related to transactions that can

8   be conducted in connection with any of the coupons available from the coupon

9   channel;

10   responsive to a command received from a user input device that is in

11   communication with the client terminal, conducting a transaction related to the

12   offered coupon, the client terminal capable to correlate the received command with

13   the offered coupon and to initiate the transaction subsequent to correlation of the

14   received command with the offered coupon; and

15   providing an electronic notification related to the offered coupon from the

16   interactive video casting system subsequent to conducting the transaction, the

17   electronic notification capable of being provided to the client terminal for display on

18   the dispay screen, the electronic notification further capable of being provided on

19   one of the channels of the interactive video casting system that is different from the

20   coupon channel.

1   42.   The method of claim 41 wherein offering the coupon comprises offering the

2   coupon during a television program that is presented on a channel different from the

3   coupon channel.

1   43.   The method of claim 41 wherein the notification is capable of being provided

2   to a device different from the client terminal.

1   44.   The method of claim 41 wherein the plurality of features related to

2   transactions includes at least one of a feature to send one of the selected coupons

3   to another user, a feature to print one of the selected coupons, a feature to save

4   one of the selected coupons in the personal storage location, or a feature to redeem

5   one of the selected coupons with one of the subscribed merchants.